CLAIMS

What is claimed is:

1. A digital media distributor (DMD) with tunable control of digital media data transmission, the DMD comprising:

    a distribution network;

    a central site system, the central site system utilizing a plurality of designated control parameters, including uplink parameters, scheduler parameters, and storage parameters, for controlling distribution of digital media data; and

    a plurality of remote site servers for receiving digital media data transmissions from the central site server via the distribution network according to the designated control parameters.

2. A system of claim 1 wherein the plurality of uplink parameters relate to transmission limits, value limits, and time window limits.

3. A system of claim 2 wherein the plurality of uplink parameters further comprises one or more of a group comprising uplink broadcast transmissions, an uplink broadcast interval, an uplink request window, an uplink forward, and an uplink look-ahead.

4. A system of claim 1 wherein the plurality of scheduler parameters relate to transmission limits, value limits, time window limits, and retention period limits.

1   5. A system of claim 4 wherein the plurality of scheduler parameters further

2 comprises one or more of the group comprising an uplink queue retention period, a dead on

3 arrival retention period, a history retention period, a request queue retention period, a

4 scheduler retention period, a stage manager queue retention period, maximum request

5 deletion, an uplink expiration, a missing spot resend period, a non-spot retransmission limit,

6 a non-spot retransmission period, a scheduler retransmission limit, a scheduler

7 retransmission period, a spot unavailable warning, a schedule look-ahead, a stage manager

8 record expiration, a stage manager archive threshold, a stage manager look forward, a stage

9 manager look-ahead, and a transmission lookahead window, a staging lookahead window,

10 an SIB (station in a box) playtime lookahead window, an SIB spot disk high water mark, an

11 SIB spot disk low water mark, a searchable length of transmit queue, a searchable length of

12 the staging queue, a playlist transmission lookahead, a minimum transit time, and an SIB

13 reporting timeout limit.

1   6. A system of claim 1 wherein the plurality of storage parameters relate to retention

2 period limits and value limits.

1   7. A system of claim 6 wherein the plurality of storage parameters further comprise

2 one or more of a group comprising a playlist retention period, a purgelist retention period,

3 playlist entries, and purgelist entries.

1   8. A method for controlling distribution of digital media data by a digital media

2   distribution system, the method comprising:

3   utilizing a central site system to distribute digital media data to a plurality of remote

4   sites via a distribution network; and

5   designating a plurality of control parameters values, including uplink parameters,

6   scheduler parameters, and storage parameters, in the central site system for tuning the

7   distribution of the digital media data to the plurality of remote sites.

1   9. The method of claim 8 wherein designating a plurality of control parameter values

2   further comprises designating control parameters related to transmission limits.

1   10. The method of claim 9 wherein designating a plurality of control parameter

2   values further comprises designating control parameters related to retention period limits.

1   11. The method of claim 10 wherein designating a plurality of control parameter

2   values further comprises designating control parameters related to time window limits.

1   12. The method of claim 11 wherein designating a plurality of control parameter

2   values further comprises designating control parameters related to value limits.

1   13. The method of claim 9 wherein designating control parameters related to a

2   transmission limit further comprises designating one or more of a group comprising a

3   missing spot resend period, a non-spot retransmission limit, a non-spot retransmission

4   period, a scheduler retransmission limit, a scheduler retransmission period, a spot

5   unavailable warning, an uplink expiration, and an uplink broadcast interval, a searchable

6   length of transmit queue, a searchable length of the staging queue, a minimum transit time,

7   and an SIB reporting timeout limit.

1   14. The method of claim 10 wherein designating control parameters related to

2   retention limits further comprises designating one or more of a group comprising a playlist

3   retention period, a purgelist retention period, a dead on arrival retention period, a history

4   retention period, a request queue retention period, a scheduler retention period, a stage

5   manager queue retention period, and an uplink queue retention period.

1   15. The method of claim 11 wherein designating control parameters related to a time

2   window limit further comprises designating one or more of a group comprising a schedule

3   look-ahead, a stage manager record expiration, a stage manager archive threshold, a stage

4   manager look forward, a stage manager look-ahead, an uplink request window, an uplink

5   forward, an uplink lookahead, a transmission lookahead window, a staging lookahead

6   window, an SIB (station in a box) playtime lookahead window, and a playlist transmission

7   lookahead.

1   16. The method of claim 12 wherein designating control parameters related to a

2   value limit further comprises designating one or more of a group comprising playlist entries,

3   purgelist entries, maximum request deletion, and uplink broadcast transmissions, an SIB

4   spot disk high water mark, and an SIB spot disk low water mark.

1   17. A method for controlling digital advertisement distribution from a central site to

2   a remote site via a media network, the method comprising:

3   establishing values for one or more of a set of scheduler control parameters in the

4   central site;

5   establishing values for one or more of a set of uplink control parameters in the

6   central site;

7   establishing values for one or more of a set of storage control parameters in the

8   central site; and

9   managing distribution of digital advertisements to the remote sites based on the

10   established values.

1   18. The method of claim 17 wherein establishing values for the scheduler control

2   parameters further comprises establishing values for an uplink queue retention period, a dead

3   on arrival retention period, a history retention period, a request queue retention period, a

4   scheduler retention period, a stage manager queue retention period, maximum request

5   deletion, an uplink expiration, a missing spot resend period, a non-spot retransmission limit,

6   a non-spot retransmission period, a scheduler retransmission limit, a scheduler

7   retransmission period, a spot unavailable warning, a schedule look-ahead, a stage manager

8   record expiration, a stage manager archive threshold, a stage manager look forward, a stage

9   manager look-ahead, a transmission lookahead window, a staging lookahead window, an

10   SIB (station in a box) playtime lookahead window, an SIB spot disk high water mark, an

11   SIB spot disk low water mark, a searchable length of transmit queue, a searchable length of

12   the staging queue, a playlist transmission lookahead, a minimum transit time, and an SIB

13   reporting timeout limit.

1   19. The method of claim 17 wherein establishing values for the uplink control

2   parameters further comprises establishing values for uplink broadcast transmissions, an

3   uplink broadcast interval. an uplink request window, an uplink forward, and an uplink look-

4   ahead.

1   20. The method of claim 17 wherein establishing values for the storage control

2   parameters further comprises establishing values for a playlist retention period, a purgelist

3   retention period, playlist entries, and purgelist entries.